

Code: 13 MBA2014**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)****II MBA III Semester Regular / Supplementary Examinations, November, 2015
MANAGEMENT OF TECHNOLOGY****Time: 3 Hours****Max Marks: 60****Answer any Five Questions
All questions carry EQUAL marks
Question No: 8 is compulsory**

1. Discuss the Role of Technology in Modern Day Business. Explain the Technology Challenges.
2. How is Technology Strategy Formulated? Discuss the Salient Features of Technology Strategy.
3. What is Technology Planning? Explain the Advantages and Disadvantages of Trajectories of Technology.
4. Discuss the Components and Importance of Technology Acquisition Trends in India.
5. Discuss the Process Improvement Techniques.
6. Explain the Salient Features of Technology Transfer Agreements.
7. Discuss the Community Effects and Network Externalities in Technology Diffusion.
- 8. Case study**

A few years ago when GM car sales were stagnating and the company was drastically cutting its work force, most GM hourly employees would have jumped at the chance to work 60-plus-hour weeks and earn thousands of dollars in overtime pay. But now that business is strong, GM has decided to make overtime mandatory in order to meet increased customer demand for its cars. Sixty-six-hour work weeks are not unusual. What is motivating GM to require hourly workers to put in such extensive overtime? The high cost of employee benefits such as health care and pensions. An average GM hourly employee earns about \$5300 a year in wages and gets another \$35,000 in benefits; GM can save a lot of money by paying overtime rather than hiring additional permanent workers.

But these long hours are taking a heavy toll on workers. Employees complain of being tired all the time. Their stress levels are up as they try to balance their off work responsibilities with long hours on the job. As one worker put it, 'About the only thing you do is work, sleep, eat, and go back to work'. The workers at last went on strike. They say they want less money, not more and less work too.

Questions:

1. Do you think GM's technology strategy is good for the long-term interest of the company? Explain your answer.
2. Can you think alternative solutions that would be acceptable to employees and GM's technology management?
